



For Immediate Release
Jan 18, 2010
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Hybrid-distribution guru Richard Abramowitz and
Ocule Films founder Kirt Eftekhar
launch new model domestic distribution company, “**Area23a**”

Company to initiate ‘value-added distribution’ for event driven films starting with the acquisition of the multiple award-winning “Soundtrack for a Revolution”

Films will also be released on VOD, DVD and Blu-ray via an output deal with home entertainment distributor New Video

New York and Los Angeles, January 18, 2010 —Richard Abramowitz, the renowned indie film marketing and distribution consultant and Kirt Eftekhar, the founder of Ocule Films, today announced the launch of a new specialized film distribution company, **Area23a**.

Area23a will be a bi-coastal, independently owned company focusing on event driven films, with a special emphasis on social issue and music performance films.

The new model distribution company will offer alternative ways to reach audiences across the country, providing theatrical exposure through openings in libraries, museums, community centers, and college campuses, in addition to traditional venues like theaters, cinematheques and festivals.

According to Abramowitz, “It’s time to expand the definition of “theatrical” distribution. When people leave their homes to see a movie, they’re seeking a communal experience. We’ll provide that and more: a live component, which can’t be duplicated at home on a flat screen or in a dorm on a laptop.” Eftekhar added, “We are going to produce thematic, movie-based events focused on well-defined audiences that we plan to nurture and cultivate. It’s experiential entertainment.”

Area23a has also secured a home entertainment output deal with New Video. New Video will handle the physical goods and digital distribution of all home entertainment platforms, including DVD, video on demand, and mobile rights for **Area23a** titles. “New Video has a deep-rooted history in the independent film world and in documentaries and share an understanding of how to speak to a niche market, which is key in reaching the right audience,” said Abramowitz.

“We congratulate and celebrate this new venture with Richard and Kirt,” said Mark Kashden, VP of Acquisitions, New Video Group. “We’ll be able to leverage Area23a’s innovative theatrical marketing approach to successfully distribute these event-driven films nationwide across all physical and digital home entertainment platforms.”

The first films on the slate for **Area23a** are Bill Guttentag and Dan Sturman’s acclaimed “**Soundtrack for a Revolution**,” presented by Louverture Films and produced by Freedom Song Productions, which tells the story of the American civil rights movement through music of the time performed by contemporary artists, including Joss Stone, John Legend, The Roots and



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Richie Havens, and Sandi Cioffi's multiple award-winning "**Sweet Crude**," a hard-hitting expose of the fight for oil control in the Niger Delta.

"We're excited to work with **Area23a** on this innovative and far-reaching approach to distribution," said Joslyn Barnes, Chief Operating Officer of Louverture Films. We don't make films solely for opening weekend box office receipts, but rather seek to achieve a long, healthy life for our films. By creating opportunities for alternative theatrical exposure, and making use of event-driven screenings, **Area23a** cultivates community, promotes dialogue, broadens outreach possibilities and develops a sustaining base of film audiences that we can link across distribution platforms. It's a great approach for the entire indie filmmaking community."

"I'm thrilled to be part of **Area23a**'s premiere line-up," said "Sweet Crude" director Sandy Cioffi, "because as a filmmaker excited about the promise of new digital distribution, creative event-based theatrical and the potential of social networking venues to reach audiences, I have seen first-hand the excitement that Richard and Kirt bring as strategic and honest brokers to this brave new world."

"For a lot of films, the traditional theatrical release is prohibitively costly and, frankly, wrong," said Abramowitz. "**Area23a** is designed to maximize exposure through social media as well as old school grass roots and position our films as integral parts of a vibrant dialogue."

Richard Abramowitz has been involved with performance-related films since the release of Jonathan Demme's "Stop Making Sense" in 1984. Through his company, Abramorama, which will continue operating as it has throughout its 10 year history, he's handled such award-winning films as Sacha Gervasi's "ANVIL! The Story of Anvil," John Turturro's "Romance and Cigarettes," Neil Young's "Greendale," and the upcoming Demme film "Neil Young Trunk Show." Kirt Eftekhari has produced and distributed many event-driven films, including "Big Rig" directed by Doug Pray, "Porn Star: The Legend of Ron Jeremy" directed by Scott Gill, and the upcoming documentary "Wild in the Streets" directed by Peter Baxter.

About New Video

New Video (www.newvideo.com) is the world's leading independent DVD and digital distributor specializing in cutting-edge documentaries, independent films, cult hits, collectible television series, sports and classic kids programming. Home to some of the most prestigious names in entertainment, including A&E, HISTORY, Major League Baseball®, Scholastic Storybook Treasures™, Arthouse Films, Docurama Films® and NEWVIDEO NYC, New Video showcases over 5,000 titles in its catalog. As the digital distributor arm, New Video Digital provides over 11,000 hours of film and television programming from more than 120 trusted brands to download and streaming platforms including iTunes, Hulu, YouTube, Netflix, Xbox, Sony Playstation and Amazon. Since 1990, the company's mission has been to further the goal of providing audiences with top-notch special interest content.

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